

San Diego Named “Best Place For Business and Careers”

“San Diego Has Most Diversified High-Tech Economy in U.S.”
— Forbes Magazine

San Diego captured the number one ranking for 2002 in the *Forbes*/Milken Institute study of the Best Places for Business and Careers in the United States. The annual ranking measures the 200 largest metro areas along such parameters as wage and salary growth, job growth, high-tech output, and how each area is faring in the current economy.

Forbes reported that San Diego’s rise from the number eight ranking last year to number one was because of its “mix of strong companies within a broad technology base.” According to *Forbes*, the companies further benefit from the talent pool of “more than 200,000 students from nearby colleges and universities.”

Characterized as “Technology’s Perfect Climate,” the region’s diverse, high-tech economy has the third largest concentration of biotech firms and the fourth largest concentration of telecomm firms in the U.S., plus major concentrations of software, internet, infotech, and electronics manufacturing firms.

Prominent among the region’s many quality educational and research institutions is University of California, San Diego (UCSD), which is among the largest recipients of federal research grant funding. UCSD leverages its research prowess through its CONNECT program, which provides assistance in commercializing

new technologies. Among the many world-class research institutions in San Diego are the Salk, Scripps, Burnham, Sidney Kimmel, and other institutes.

San Diego also benefits from its educated workforce, its gateway to international trade at the U.S./Mexico border, and its unrivaled quality of life, combining its climate and open spaces with high quality culture, arts, and entertainment. Furthermore, the City of San Diego is known for its commitment to help businesses prosper. For high-tech entrepreneurs to succeed, they need a positive business environment for business development. When civic leaders

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City Receives Federal Renewal Community Status

Major Business and Tax Incentives Available

The U.S. Department of Housing and Urban Development (HUD) designated parts of San Diego as a “Renewal Community,” allowing San Diego businesses in the designated area to receive new federal income tax incentives to stimulate job growth and promote economic development.

Renewal Community businesses can now take advantage of employee wage credits, equipment tax deductions, capital gains exclusions and accelerated real estate depreciation. Each incentive is tailored to meet the particular needs of a business and offers a significant inducement for companies to hire workers from the area.

San Diego’s Renewal Community covers portions of the following neighborhoods/areas: Barrio Logan, Centre City, Chollas View, East Village, Golden Hill, Grant Hill, Lincoln Park, Lindbergh Field, Little Italy, Logan Heights, Mount Hope, Mountain View, Oak Park, and Webster.

According to HUD, these tax incentives will help businesses grow in some of the country’s most challenging communities. By creating the incentives that will promote job growth and economic development, government is joining with the private sector to restore economic vitality and restore whole communities in the process.

This major new incentive program adds to the City’s efforts to assist businesses



Renewal Community

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At a City Hall Near You...

City’s Community Service Centers Provide Convenience to San Diego Businesses

The City of San Diego is taking the lead in bringing public services directly into communities with the Community Service Center Program. The goal is to decentralize many City services and to create local centers where citizens can easily obtain City information and services.



Instead of driving downtown, business owners and citizens can obtain many City services in a convenient location near their home or business. There are 15 Centers located in the following communities: Carmel Valley, Central, Clairemont, College/Rolando, Golden Hill, Market Street, Mid-City, Navajo, North Park, Otay Mesa/Nestor, Peninsula, Rancho Bernardo, San Ysidro, Scripps Ranch, and Tierrasanta. Call (619) 668-2700 for directions to your nearest Center. Highlights of services include:

Business Tax Certificate: Obtain a business tax certificate at any of the Centers. Information on fictitious name filing and other small business information is also available at all fifteen Centers.

City Contracts: Learn more about the City’s bid process for contracts with the

City. Through the City’s web site, businesses can review and obtain information about upcoming City contracts. If your business qualifies as a historically disadvantaged, woman or disabled veteran-owned business, then meet with the Equal Opportunity Contracting Officer located at the Central Community Service Center. For more information, call (619) 446-1000.

Free Computer Use: Many Centers have a public computer workstation that is available, free of charge, to the public.



Passport Application Services: If business requires you to travel abroad, Passport Application Services are offered at many of the Centers. Simply call (858) 538-8070 for information on what is needed to apply for a passport.

Notary Services: Notary services are also available and can be done quickly for a nominal fee.

Saturday Service: Want to take care of City business on a

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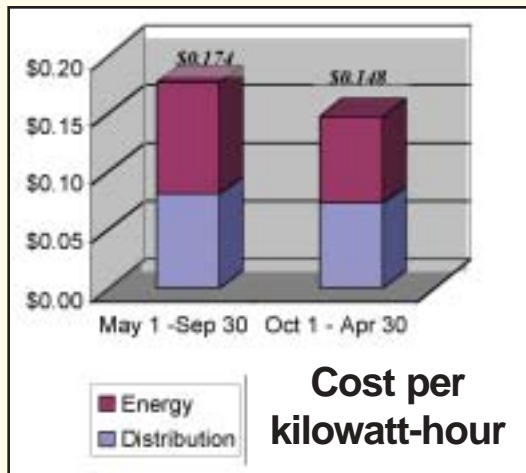
Managing Energy Costs

Warmer weather generally brings higher electricity usage. And this year, it's also when the shift to summer electric rates takes effect, when electric rates are somewhat higher than in winter. On May 1st, the price per electric kilowatt-hour for most small businesses (SDG&E's A-rate) increased as part of a seasonal rate plan ordered by the California Public Utilities Commission last year to encourage energy conservation.

To help your business prepare for summer, SDG&E offers a variety of resources that can help you save energy.

1. **Free Seminars** - Short, informative one-hour workshops can be scheduled to help you understand the energy outlook and learn more about energy-efficiency programs, rebates and other resources available from SDG&E. A seminar can be scheduled for your trade group or businesses in your area. SDG&E also offers free, half-day technology workshops from May through November. Topics include boiler basics, advanced lighting, and compressed air systems. Visit www.seminars.sdge.com for more information.

2. **Rebates for Improvements** - Cash rebates are available for energy-efficiency



improvements such as retrofitting or replacing old equipment with new energy-saving technologies. Eligible measures include lighting, air conditioning, refrigeration, motors and natural gas-fired equipment.

3. **Small Business Energy Analyzer** - This online tool can help you identify some of the best energy-saving opportunities for your business in 10 minutes or less. It's easy—log on to www.sdge.com/business/energyguide/index.html.

For more details on these SDG&E's services, call 1-800-411-SDGE (7343) or visit www.sdge.com.

City, Partner Offer Free Training Seminars

Valuable Training for New and Existing Businesses



The City's Office of Small Business (a program of Community and Economic Development) and the Public Library are joining forces with the Small Business Development and International Trade



Center at Southwestern College to offer a new training seminar series for businesses. The series, entitled "**The ABC's to Starting, Growing, and Financing Your Small Business**," will be held at various libraries throughout the City of San Diego. The training seminars will include valuable information not only for start-ups, but for existing businesses that want to refine operations or expand. Topics include business readiness and ownership, developing business plans, market research, competitive analysis, marketing, financing and funding sources. The seminars are free. For more information and registration, call the Office of Small Business at (619) 685-1390.

Selling Glass Etching Products to Minors Illegal

New City Law Designed to Decrease Damage to Businesses

Although glass etching products sold in craft and home improvement stores have legitimate uses, including decorative art, the City of San Diego has found that the product is being used for illegal purposes, such as permanently defacing glass and plastic surfaces on public and private property. Glass etching products are also known to be dangerous if improperly handled.

The City of San Diego, along with business and property owners, have struggled with many forms of graffiti vandalism over the past few years. And that struggle has taken a very serious turn now that graffiti vandals (taggers) are utilizing glass etching products to permanently deface plate glass windows, causing thousands of dollars in property damage. The City's intent is not to restrict legitimate businesses or consumers, but to prevent taggers from having unlimited access to materials that permanently deface glass surfaces.

About a year ago, many downtown stores and restaurants started seeing this new type of graffiti and were struggling to pay for the replacement of windows. At the same time they realized they couldn't afford to leave graffiti unabated, as it contributes to blight in the community. Hoping to curb such vandalism, downtown businesses and the



San Diego Downtown Partnership asked the City Council to adopt an ordinance that would prohibit the sale to minors and strictly limit access to glass etching products that contain hydrofluoric acid, ammonium bifluoride and sulfuric acid, or sodium bifluoride. The ordinance requires stores to keep the products in locked cabinets, behind counters where employees are stationed or within direct visual supervision of store employees. The ordinance also limits access to aerosol paint containers, which often are used by vandals to spray paint graffiti.

The ordinance was adopted by the City Council on September 24, 2001, with enforcement beginning in January 2002. For more information on this ordinance or other valuable code compliance resource information, call (619) 525-8522 or visit the City's web site at www.sandiego.gov.

This important information is brought to you by the City of San Diego's Neighborhood Code Compliance Department. Both the Neighborhood Code Compliance and Community and Economic Development Departments are working in partnership to ensure that businesses have access to information that will help them succeed and avoid code compliance complications.

SDSU An Economic Catalyst

Many economic observers credit the University of California, San Diego (UCSD) with playing a central role (in partnership with other agencies and the City of San Diego) in reinventing our economy, first by importing federal research dollars and using them to develop new technologies, and then by commercializing the biosciences and engineering technologies into whole new industries through CONNECT, UCSD's Extension Program aimed at the business community.

San Diego State University (SDSU) has also stepped up to the plate as an economic catalyst, but in a different way. SDSU was one of the partnership organizations involved in the region's economic restructuring, with its Defense Adjustment Job Training Program and with its Economics Department's contributions to geo-based industry cluster analysis. But recently, SDSU is focusing on

the catalyst of personal capital required for economic growth in our oldest neighborhoods.

SDSU's **Consensus Organizing Project**, run out of the School of Social Work, operates the Step-Up Program, which encourages students to get involved in revitalizing their communities. The program recruits, educates and empowers high school students from inner-city schools in San Diego to develop a talent pipeline of indigenous community leaders who are trained in practical skills to solve real health and social problems in low-income neighborhoods. It is a multi-year program that begins with students who are in their junior year in high school and works with them throughout their educational careers. The intended result is that leaders return to work in their communities.

Another SDSU program that is a different kind of catalyst is the **Center for Community Economic Development** (CED) in the School of Business Administration. The Center does not offer a degree, but rather is a certificate program

that offers a comprehensive background on the various components and knowledge requirements in community-based economic development. Its goal is to provide a high level of technical competence coupled with a strong community orientation for economic development practitioners. For more information about these innovative SDSU programs, call (619) 594-5200 or visit SDSU's web site at www.sdsu.edu.

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and revitalize San Diego's older neighborhoods through other programs such as redevelopment, Enterprise Zones and Business Improvement Districts.

For more detailed information on the City of San Diego's Renewal Community program, contact the Community and Economic Development Department at (619) 533-4233 or visit the City's web site at www.sandiego.gov.



Business Briefs

Pfizer Opens Life Science Research Facility in La Jolla:

Governor Gray Davis was in San Diego for the opening of Pfizer's La Jolla research facility. More than 1,000 scientists will work at the facility in a broad range of discovery disciplines including pharmaceutical sciences, analytical chemistry, medicinal chemistry, x-ray crystallography, high throughput screening, chromatography, pharmacology, pharmacokinetics, dynamics and metabolism (PDM) and drug safety evaluation. The facility comprises eight buildings, which will eventually cover around 800,000 square feet. Three buildings are already occupied and others will be completed by 2004. In 1999, the City's Business Expansion and Retention (BEAR) team began assisting the San Diego Pfizer campus in La Jolla through Phase I of its development. Assistance included expedited permit review and reduction of water and sewer capacity fees by an estimated \$300,000. The attraction of Pfizer, the world's sixth largest private company, to San Diego began in 1984 with Agouron Pharmaceuticals, a San Diego home grown biomedical research and development company. In 1998, Agouron Pharmaceuticals merged with Warner-Lambert. A year later, Pfizer and Warner-Lambert joined forces, creating the fastest growing pharmaceutical company and largest biomedical research team in the world. Pfizer's Global Research and Development represents a \$155 million investment in San Diego and the creation of 500 new jobs. For more information about assistance available from the Business Expansion and Retention Program, call (619) 533-4233 or visit the City's web site at www.sandiego.gov.

Factory 2-U Stores, Inc. Discovers Benefits of City's Enterprise Zone:

Factory 2-U Stores, Inc. is consolidating, relocating and expanding its operations from other areas in San Diego to the South Bay Enterprise Zone in Otay Mesa. Factory 2-U was attracted to the Zone due to the significant business assistance and tax incentives available. This business

relocation and expansion retains the company in San Diego, creates 245 new jobs and hundreds of seasonal jobs, and generates an estimated \$300,000 in new property tax revenue. Factory 2-U will invest more than \$12.5 million on land costs and construction of the new facilities. The City's Enterprise Zone program, which consists of zones in the South Bay, in the downtown area and at the Naval Training Center redevelopment project, offers the largest array of business incentives available. For more information, contact the City's Community and Economic Development Department at (619) 533-4233 or visit the City's web site at www.sandiego.gov.

City Awards More Than \$740,000 in Grants to Business Assistance Agencies:

The San Diego City Council approved the allocation of more than \$740,000 in grant funding to 20 local nonprofit organizations that assist the City in expanding employment, business and economic opportunities, as well as promoting San Diego as a tourist destination through special events. The City funding, coordinated through the Economic Development and Tourism Support Program, leverages the resources of agencies already providing assistance to businesses and the community. For more information, contact the City's Community and Economic Development Department at (619) 533-4233 or visit the City's web site at www.sandiego.gov.

EmTek Loan Recipient Pays Off Loan — Early:

Vectron Inc., an Hispanic-owned designer of automated optical inspection systems to optimize quality control for chipboard manufacturers' assembly lines, prepaid the City of San Diego for its EmTek loan. Joseph Vilella, Vectron Inc. CEO and founder, was the first loan recipient of the EmTek Fund, an innovative, regional revolving loan fund created to assist emerging technologies and entrepreneurs, administered by the City of San Diego's Community and Economic Development Department and supported by the County, local

banks and numerous other public and private partners. The Vectron prepayment generated a 35 percent rate of return on the City's investment, providing increased capital to the Fund, and allowing the City to offer these resources to other emerging companies. During the recession of the mid-1990s, Vilella was a downsized General Dynamics engineer who chose to stay in San Diego and become an entrepreneur. Vilella started with one employee and operated out of his Chula Vista home. EmTek's first \$125,000 loan to the company, made in 1995, was the very first outside capital, beyond friends and family, invested in the business. Vilella used the funds to refine development of Vectron's flagship product, a patented computervision system with roots in cold-war era spy satellite technology. Subsequently, Vilella raised additional funds from local "angels" and he repaid that loan in 1999. EmTek then provided a second loan for \$225,000 to finance sales of Vectron's initial units to Qualcomm and Motorola. In 2000, Vectron was named one of *Fortune Small Business Magazine's* 25 "Hot Idea" companies and raised its first round of venture capital. Vectron has created many San Diego jobs and has attracted more than \$11 million in outside private equity capital. For more information about the EmTek Loan Fund, contact the City's Community and Economic Development Department at (619) 533-4233 or visit the City's web site at www.sandiego.gov.

New Stormwater Ordinance in Effect:

In 1993 the City of San Diego enacted San Diego Municipal Code (SDMC) 43.03, which makes it unlawful for any person to discharge non-stormwater into the City's storm water conveyance system. The intent of the ordinance is to protect and enhance the water quality of our watercourses, water bodies, and wetlands in a manner consistent with the federal Clean Water Act. On October 10, 2001 a new storm water ordinance took effect to meet new federal and state requirements and it increased maximum civil penalties or fines to \$10,000 per day per violation (from \$2,500). The updated San Diego Municipal Code can be accessed from the City of San Diego web site at www.sandiego.gov. For more information call (619) 235-1000.

City's Corporate Partnership Program Delivers Results:

The City of San Diego's new Corporate Partnership Program

offers businesses of all sizes the unique opportunity to become a marketing partner with the City. Since inception in 2000, the City has developed three official partnerships with Pepsi, Verizon Wireless and Cardiac Science and numerous project specific partnerships with local and national companies. This exciting new program works with interested companies to develop an affiliation with the City of San Diego which can be used to complement marketing and sales efforts. Partnerships may take the form of an enhanced business opportunity, event or project sponsorship or even a philanthropic relationship. Regardless of the form, the Corporate Partnership Program has successfully met the specific marketing goals and objectives of the City's partner companies. For information on partnership opportunities, call (619) 533-3450 or visit www.sandiego.gov/market-ing-partnership/.

City of Villages Plan Moves Forward; Businesses Can Get Involved:

San Diego is growing. Recent projections call for up to 350,000 new residents by 2020. About 60 percent of this increase will be natural growth - our children. The City's proposed Strategic Framework Element is an update to the existing General Plan. The Element recommends a comprehensive strategy developed by citizens - the City of Villages - to address the challenges of our increasing population while improving the quality of life for all San Diegans. Businesses will need to be involved as the City, local planning groups, key agencies and organizations, developers, and individual communities form partnerships to chart how future growth and development will occur in San Diego. The City has engaged San Diego citizens in a dialogue to shape the Strategic Framework Element every step of the way. Recent presentations to key business organizations have included the San Diego Regional Chamber of Commerce, Business Improvement District Council and Building Industry Association. If your organization would like to schedule a presentation to learn more about the City of Villages strategy, send an e-mail to: planningpresentations@sandiego.gov. For more information about the City of Villages strategy, upcoming workshops, and hearings, call the Planning Department at (619) 236-6479 or visit the City's web site www.sandiego.gov.

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undertook an affirmative effort to restructure San Diego's economy in the early 1990s, they specifically addressed issues such as taxes, fees, permits and business assistance programs.

Now, the City of San Diego has the lowest combined taxes of the nation's 10 largest cities and operates several comprehensive business assistance programs, including a Business Expansion and Retention Program, Enterprise Zones and other special incentive zones, and an Office of Small Business (the first of only a few such major metropolitan offices dedicated to small businesses). The City of San Diego has also built strong relationships with local and regional economic development partners by funding programs and leveraging resources in the community.

For further information on the Best Places for Business and Careers, the May 27 issue of *Forbes Magazine* is available online at www.forbes.com/bestplaces. For more information on the business assistance programs offered by the City of San Diego, contact the Community and Economic Development Department at (619) 533-4233 or visit the City's web site at www.sandiego.gov.

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Saturday? The Otay Mesa/Nestor Center is open the first and third Saturday of each month from 9:00 am to 1:00 pm. Whether it's obtaining a job application, minor building permit or business license, this can now be done on a Saturday! Call the Otay Mesa/Nestor Service Center at (619) 424-0220 for additional information.

For more general information on the City's Community Service Center Program, call (619) 533-4176 or visit the City's web site at www.sandiego.gov.



Numbers You Can Use

This list of resources provides contact information for agencies that can help entrepreneurs plan, finance, site, and market a successful business in San Diego.

Permit Assistance/Troubleshooting:

City's Small Business Advocate - (619) 685-1386, www.sandiego.gov

Information, Research and Program Assistance:

City's Office of Small Business - (619) 685-1390, www.sandiego.gov

City of San Diego Public Library, (619) 236-5800, www.sandiego.gov

U.S. Small Business Administration - (619) 557-7250, www.sba.gov/regions/states/ca/sandiego/

San Diego Association of Governments (for demographics)-(619) 595-5353, www.sandag.cog.us

San Diego Regional Chamber of Commerce - (619) 232-0124, Chamber's Economic Research Bureau, Info Store - (619) 544-1344, www.sdchamber.org

Business Consulting:

Service Corps of Retired Executives (SCORE) - (619) 557-7272, www.score-sandiego.org

Small Business Development & International Trade Center - (619) 482-6391, www.sbditc.org

Fermanian Business Center - (619) 849-2572, www.ptloma.edu/fermanianbusinesscenter/index.htm

Construction:

Zoning, New Construction & Remodeling

City's Development Services Department Zoning: (619) 236-6490, Permits: (619) 236-6270, www.sandiego.gov

Government Contracting:

Certification for City Contracts

City of San Diego Contract Services, Equal Opportunity Contracting Program - (619) 533-4464, www.sandiego.gov

Registration as a Vendor to the City

City of San Diego Purchasing Division, (619) 236-6000, www.sandiego.gov

Certification as a Small Business with the state

Office of Small Business Certification & Resources, California Department of General Services (916) 322-5060, www.osmb.dgs.ca.gov/

Assistance with all Government Contracting

Contracting Opportunities Center - (619) 285-7020, http://home.pacbell.net/sdcoc/

Legal/Organizational/Employment:

Employment Eligibility

Immigration and Naturalization Services -(800)755-0777, www.ins.usdoj.gov

Fictitious Business Name

Assessor, Recorder, County Clerk - (619) 237-0502, www.co.san-diego.ca.us/cnty/cntydepts/general/assessor/

Incorporation Information

California Secretary of State - (619) 525-4113, www.ss.ca.gov

Social Security Information

Social Security Administration - (800) 772-1213, www.ssa.gov

Wage & Hour Information

U.S. Department of Labor - (619) 557-5606, www.dol.gov

Loans/Financing/Grants:

ACCION San Diego (requires at least six months of business operation) - (619) 685-1380, www.accion.org/programs/

CDC Small Business Finance - (619) 291-3594, www.cdcloans.org

California Southern Small Business Development Corp./State of California Loan Guarantee Program - (619) 232-7771

Southeastern Economic Development Corp. (SEDC) Revolving Loan Fund - (619) 527-7345

EmTek (Emerging Technologies) Loan Fund - (619) 533-7502, www.sandiego.gov

Storefront Improvement Program (rebate program), City's Office of Small Business - (619) 685-1390, www.sandiego.gov

Taxes/Licensing/Permits:

Air Pollution Control

County Small Business Assistance Program - (619) 694-3307, www.co.san-diego.ca.us/cnty/cntydepts/landuse/air/

Alcohol Sales Licensing

State Alcoholic Beverage Control - (619) 525-4064, www.abc.ca.gov

Business Tax Certificate (License)

City Treasurer's Office - (619) 236-6613, www.sandiego.gov

Community Service Centers- www.sandiego.gov

Health Permits

County Environmental Health - (619) 338-2222, www.co.san-diego.ca.us/cnty/cntydepts/landuse/env_health/

Income Tax Information

Internal Revenue Service http://www.irs.treas.gov - (800) 829-1040, Forms and Publications: (800) 829-3676, www.irs.treas.gov

Payroll Taxes

State Employment Development Department - (619) 516-1920, www.edd.cahwnet.gov

Property Tax Information

Assessor, Recorder, County Clerk - (619) 236-3771, www.co.san-diego.ca.us/cnty/cntydepts/general/assessor/

Resale Number - Seller's Permit

State Board of Equalization - (619) 525-4526, www.boe.ca.gov

Worker's Compensation

State Compensation Insurance Fund - (858) 552-7000, www.scif.com

Trade:

Export Information

Department of Commerce - (619) 557-5395, www.doc.gov

Import & Customs

U.S. Customs Service Airport and Seaport (619) 557-5370, Otay Mesa Border (619) 661-3281,

San Ysidro Border (619) 662-7201,Tecate Border (619) 478-5356, www.customs.treas.gov

Internet Business, Mail or Telephone Order Business

Federal Trade Commission - (877) 382-4357, www.ftc.gov

International Trade

San Diego World Trade Center - (619) 615-0868, www.sdwtc.org

*There are a number of other agencies that provide services to businesses in the City of San Diego. For a more detailed listing, visit the City's web site at www.sandiego.gov.



THE CITY OF SAN DIEGO

BusinessMatters

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Community and Economic Development Department
Hank Cunningham, Director

“Improving the Quality of Life
and Ensuring a Healthy Economy for All San Diegans”

Our Mission:

With an emphasis on urban core neighborhoods and low and moderate income residents, the Community and Economic Development Department improves the quality of life and ensures a healthy economy for all San Diegans through job development, business development, neighborhood revitalization, public improvements, redevelopment, social services, and revenue enhancement.

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This information is available in alternative formats upon request.



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Community and Economic Development Department

IN THE CITY OF SAN DIEGO

600 B Street, 4th Floor, MS904
San Diego, CA 92101-4506

Business Assistance Programs - City of San Diego:

Small Business Assistance Programs:

(Office of Small Business/Revitalization)
(619) 685-1390

Business Improvement Districts

Citywide Technical Assistance Grant Program (for non-profit organizations serving small businesses)

Infrastructure Impact Program

Neighborhood Commercial Revitalization

Resource Information

Small Business Advisory Board

Small Business Advocate/Permit Troubleshooting

Storefront Improvement Rebate Program

Other Business Assistance Programs:

(Economic Development/Redevelopment)
(619) 533-4CED (4233)

Business Expansion and Retention Assistance

Economic Development Bond Financing

Emerging Technologies Loan Fund

Enterprise Zones (Metropolitan, NTC, South Bay)

Foreign Trade Zone

Parking Meter District Program

Recycling Market Development Zone (Environmental Services Department, 858-492-5010)

Redevelopment Opportunities/Incentives

Renewal Community



Mark Your Calendar

The City of San Diego maintains a calendar of business-related seminars, workshops, networking events, etc. Simply log onto the City's web site at www.sandiego.gov/economic-development/contacts/news.shtml or call the Community and Economic Development Department at (619) 533-4233.

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